

**IN THE UNITED STATES BANKRUPTCY COURT  
FOR THE DISTRICT OF DELAWARE**

In re:

URBAN BRANDS INC.,

Debtor.

Chapter 11

Case No. 10-13005 (KJC)

**NOTICE OF APPEARANCE OF COUNSEL AND  
DEMAND FOR NOTICES AND PAPERS**

Please take notice that the undersigned firm of Beins, Goldberg & Hennessey, LLP hereby enters its appearance as counsel to Good Hope Marketplace, L.P. (“Good Hope”) in the above-captioned cases, pursuant to section 1109(b) of title 11 of the United States Code (the “Bankruptcy Code”) and Rule 9010(b) of the Federal Rules of Bankruptcy Procedure (the “Bankruptcy Rules”); such counsel hereby requests, pursuant to Bankruptcy Rules 2002, 3017 and 9007 and sections 342 and 1109(b) of the Bankruptcy Code, that hard copies of all notices and pleadings given or filed in the above-captioned cases be given and served upon the following persons at the following addresses, telephone and telecopy numbers:

Seth D. Goldberg , Esq.  
Beins, Goldberg & Hennessey, LLP  
Chevy Chase Metro Building  
2 Wisconsin Circle, Suite 700  
Chevy Chase, MD 20815  
Tel: (240) 235-5040  
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Please take further notice that pursuant to section 1109(b) of the Bankruptcy Code, the foregoing demand includes not only the notices and papers referred to in the Bankruptcy rules and sections of the Bankruptcy Code specified above, but also includes, without limitation, any notice, application, complaint, demand, motion, petition, pleading or request, whether formal or informal, written or oral, and whether transmitted or conveyed by mail, delivery, telephone,

telegraph, telex or otherwise filed or made with regard to the above-captioned cases and proceedings therein.

This Notice of Appearance and Demand for Notices and Papers shall not be deemed or construed to be a waiver of (a) Good Hope's rights (i) to have final orders in non-core matters entered only after de novo review by a District Judge, (ii) to trial by jury in any proceeding so triable in these cases or in any case, controversy, or proceeding related to these cases, and (iii) to have the District Court withdraw the reference in any matter subject to mandatory or discretionary withdrawal, or (b) any other rights, claims, actions, setoffs, or recoupments to which Good Hope is or may be entitled, in law or in equity, all of which rights, claims, actions, defenses, setoffs, and recoupments Good Hope expressly reserves.

Dated: September 28, 2010  
Chevy Chase, MD

Beins, Goldberg & Hennessey, LLP

/s/ Seth D. Goldberg

Seth D. Goldberg (MD Bar No. 449228)

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*Counsel for Good Hope Marketplace, L.P.*

**CERTIFICATE OF SERVICE**

I, William D. Sullivan, do hereby certify I am not less than 18 years of age and that on this 28<sup>th</sup> day of September 2010, I caused a copy of the within *Notice of Appearance of Counsel and Demand for Notices and Papers* to be served upon the parties listed below via U.S. Mail, First Class, postage pre-paid.

Mark D. Collins, Esq.  
Michael J. Merchant, Esq.  
Paul N. Heath, Esq.  
Chun I. Jang, Esq.  
Richards, Layton & Finger, P.A.  
One Rodney Square  
920 North King Street  
Wilmington, DE 19801

Under penalty of perjury, I declare the foregoing to be true and correct.

September 28, 2010  
Date

/s/ William D. Sullivan  
William D. Sullivan